



Do This Before Your Next Meeting

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Whenever I have a meeting in the office of a successful person, I have always looked at their bookshelves to see what books they have on display that I need to immediately purchase or download over Audible.com. Unfortunately, not many books are displayed in offices anymore for obvious reasons.

What I do instead now is I look to see which companies and people my heroes are following on Twitter. These humanitarians and titans of industry are followed by many, yet they often follow fewer than 200 people each.

Please check out who your heroes follow on Twitter and try to find some patterns and hence uncover a few recipes/blueprints which could enhance your life and more importantly, the lives of many others. Before you meet with a potential benefactor or customer or before an interview, check out who they follow on Twitter. You will be absolutely amazed what you can learn about a person by looking at who they follow.

Let's take a look at who Bill Gates follows. Bill is followed by more than 32 million people and he follows only 172 people or organizations on Twitter. Here are some interesting notes on those 172 follows:

- Roughly 50% of the 172 follows are charities, which is to be expected as Bill is amazing in that this is what he is focusing on for the rest of his life (God bless him). He follows many water, education and health related charities.
- He follows a lot of politicians as well as government institutions, which likely is a reflection of his many charitable goals/passions.
- He follows a bunch of celebrities, including Ben Affleck, Leonardo DiCaprio and others that share his passion for charitable/preservation endeavors.
- In terms of journalists and publications, Bill follows Wired, Fast Company and high profile authors/journalists like Walter Isaacson and Thomas Friedman, among others.
- Lastly, he doesn't follow many companies, except of course for many Microsoft related entities/executives and for profit education tech companies like [Udemy](#).

It is fascinating that the only for profit company outside of Microsoft and media companies that Bill Gates follows is edtech market giant Udemy. I firmly believe that every problem in the world (every single one) can be solved by technology enabled unfiltered universal access to affordable education.

Before your next meeting with a potential benefactor, customer or interviewer, please make sure to be aware of who they follow in lieu of the antiquated “what’s on your bookshelf” strategy.

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